



# PONCHATOULA AREA RECREATION DISTRICT #1



## JOB DESCRIPTION:

### Communication Coordinator – Part-time

Status: Part-time

Pay Rate: Hourly rate based on experience and qualifications, starting at \$18.00/hour

#### **Job Summary:**

The Communication Coordinator is responsible for managing and maintaining the organization's public-facing communications. This position ensures consistent messaging across social media, print materials, websites, and promotional platforms, supporting programs, events, and community engagement through clear and timely information. The Communication Coordinator supports communication efforts to increase public awareness and participation while maintaining a consistent and professional PARD1 image.

#### **Essential Functions and Responsibilities:**

- Manage and update social media accounts, including creating posts, graphics, and schedules.
- Design and maintain flyers, brochures, newsletters, and other promotional materials.
- Update and maintain website content to ensure accuracy and timeliness.
- Assist with marketing and promotion of programs, rentals, and special events.
- Coordinate messaging to ensure consistency across all platforms.
- Assist with community outreach and public information efforts.
- Photograph events and facilities for promotional use as needed.
- Maintain digital and print archives of marketing materials.
- Work collaboratively with administrative and program staff to gather content.
- Follow established branding guidelines, policies, and approval processes.
- Performs other duties as assigned by supervisor.

Communication

#### **Knowledge, Skills, and Abilities:**

- Knowledge of marketing, communications, and social media best practices.
- Ability to create clear, accurate, and visually appealing promotional materials.
- Strong written and verbal communication skills.
- Ability to organize multiple projects and meet deadlines.
- Ability to follow established branding standards and approval procedures.
- Working knowledge of graphic design software, social media platforms, and Microsoft Office.

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#### **Basic Qualifications:**

- High school diploma or equivalent required; associate or bachelor's degree in marketing, communications, graphic design, public relations, or a related field preferred.
- And/or one (1) to two (2) years of experience in marketing, communications, or social media preferred.  
Strong verbal and written communication skills

- Experience planning and coordinating public events or programs
  - Proficiency with social media platforms and basic graphic design or marketing tools (e.g., Canva, Adobe, Constant Contact)
  - Ability to work collaboratively with diverse groups, including staff, volunteers, and community members
  - Strong organizational skills and the ability to manage multiple projects simultaneously
  - Availability to work occasional evenings and weekends for events and meetings
  - Experience in a public-sector or community-focused environment is a plus
  - Valid driver's license and reliable transportation
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### **Physical Demands & Work Environment:**

- Ability to sit, stand, walk, bend, and lift for extended periods during events or outreach activities
- Frequently required to lift, carry, or move items up to 25 pounds (e.g., event materials, displays, supplies)
- Use of hands and fingers to operate computers, phones, and standard office equipment
- Visual and auditory ability to respond to critical incidents and interact with the public
- Ability to work both indoors and outdoors in varying weather conditions
- Split between office environment and off-site locations such as parks, community centers, and event venues
- Exposure to outdoor conditions, including heat, cold, rain, and uneven terrain, during events and site visits
- Occasional evening and weekend hours required to attend sports, community programs and special events
- Fast-paced, collaborative environment requiring adaptability and frequent interaction with the public
- May require local travel within the parks district for outreach activities, meetings, and events.
- This position may involve a combination of office work and on-site support at events. Evening or weekend hours may be required during special events or peak seasons.

This position plays a vital role in providing quality programming to the community, ensuring well-maintained facilities, and fostering an inclusive and engaging environment for participants of all ages.

Email application to [tisha@pard1.com](mailto:tisha@pard1.com) or drop off at the Business Office, Monday-Friday 8:00 am-4:30 pm.

Ponchatoula Area Recreation District 1 is an Equal Opportunity Employer and does not discriminate based on race, color, national origin, sex, religion, disability, age, pregnancy, military status, or citizenship. We celebrate diversity and are committed to creating an inclusive environment for all employees.